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**CANADIAN MOVING PICTURE**

# Digest

**THIRTY-FOURTH YEAR OF PUBLICATION 1915-49**

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January 22nd, 1949

## STUDY THE SIGNS, MR. RANK!

Study The Signs, Mr. Rank!

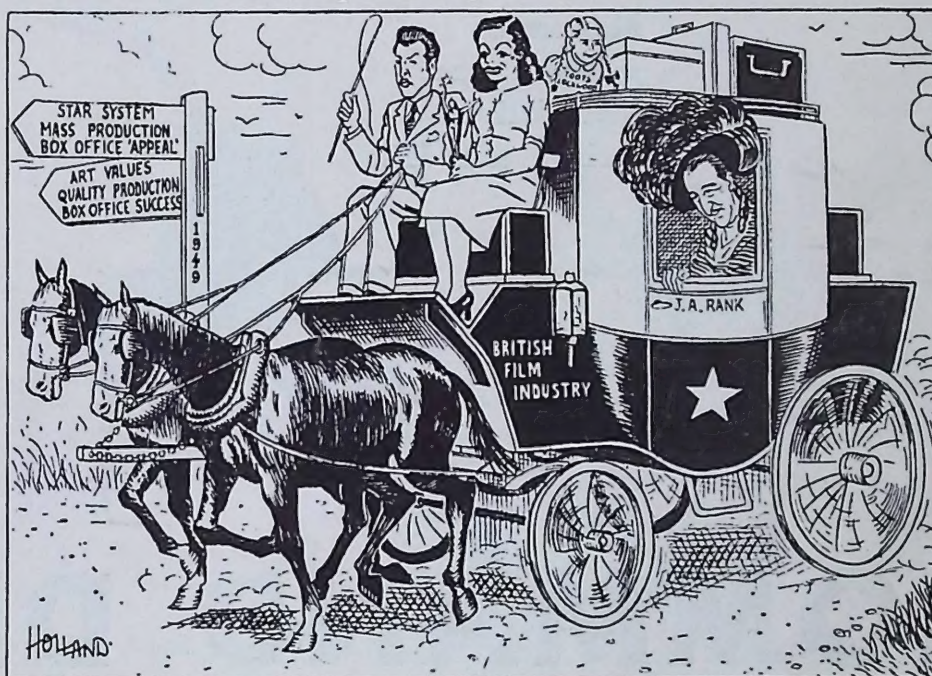
THE Recorder, of London, England, published a cartoon, which is clever and timely, and precipitates a chain of thoughts, not only related to the film trade within Great Britain, but to world film markets and world trade and commerce generally.

Prior to the advent of J. Arthur Rank with his program of one, two and five million dollar productions of British Films, the consensus of opinion in the film trade was that England had produced and could produce a few good pictures, of a quality which could secure American distribution and exhibition, of a quality which could be considered competition for American-made pictures in the market in Great Britain. But there were not enough of such quality productions to sustain the market at home or abroad. There was not a sufficient number of such pictures of Entertainment value to counteract the adverse impression created by an inferior grade of British Films, many of which crossed the Atlantic for distribution in America.

We have always said that a British-made picture has to be as good as the best American-made film, in the classification of specials or A group, and in respect to B, C, and D, the British-made picture was obliged to be better entertainment, for it started off with the disadvantage of an unknown trademark and unknown stars, players and directors.

### The British CAN Make Pictures

Despite a number of excellent British-made pictures, we have repeatedly heard it said, "The British cannot make Moving Pictures." J. Arthur Rank believed that the British could, and he commenced his picture production activities for World Markets with no limit placed on the budgets of production. As a matter of fact, he stretched the budget almost to the breaking point in an effort to prove to the home market and the world market, that the British knew how to spend millions of dollars on a picture's production, were willing



Mr. J. Arthur "Ga'snborough" Rank, with his stars (such as Mr. Grainger and Miss Lockwood) finds himself, like all the men producing British Films, at a crossroads of decision. To Mass-Produce or to Quality-Produce? This is the question.

to spend it, and willing to back up such expenditure with a lavish publicity and advertising campaign.

Some of the pre-Rank producers may contend that they made Quality British Pictures long before Rank even thought of identifying himself with British picture production. This we concede. We also concede that some of these producers sold their pictures profitably in world markets, but not one of them was as determined to become a permanent trademark, and none of them preceded such a policy by the construction and the acquisition of theatres wherein British Pictures would have a showplace equal to that which was available for the presentation of the Hollywood product.

Referring to the cartoon, "Study The Signs, Mr. Rank" and its implications, with the Quota requirements

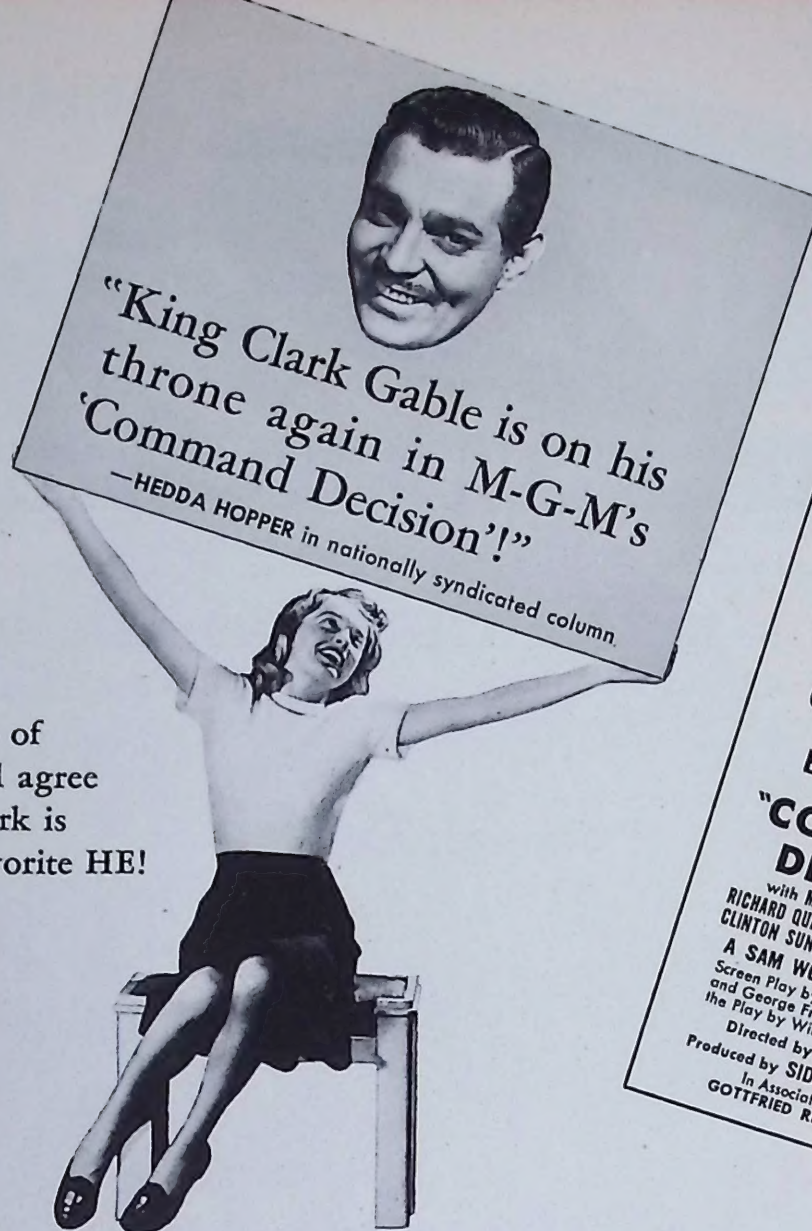
and other legislative restrictions as they are in England, it is necessary that there shall be mass production of British Pictures to meet the Quota percentage, and to secure a benefit from the restrictive legislation, which, without the necessary support, would decline into a non-operative policy. But for world markets, mass production will not help to establish British Films.

### To Mass Produce or Not To

When the major Hollywood companies formulated a policy of making specials only, and renounced their former policy of making twenty or thirty "also ran" pictures, which were always harnessed to the specials and the A pictures, in order to sell the lower brackets, this policy was not a haphazard decision. It was based on investment and returns, the man-power,

(Continued on Page 10)





Millions of  
gals will agree  
that Clark is  
their favorite HE!

# "COMMAND DECISION" IS THE FIRST BIG PICTURE OF 1949!

**DECISION IN LOS ANGELES: "TERRIFIC!"** World Premiere sets new all-time record for first two days! 3rd week at press time. Running neck-and-neck with record-breaking "Cass Timberlane" and "Green Dolphin Street."

**DECISION IN SAN DIEGO: "SENSATIONAL!"** First three days are new all-time high with continuing business beating the biggest, "Green Dolphin Street," "Cass Timberlane," "Easter Parade" and "Three Musketeers."

**DECISION FOR YOU: "WATCH M-G-M IN '49!"** While "Words and Music" delights the nation and "Command Decision" starts its history-making career, M-G-M is ready with the greatest line-up of completed pictures it has ever had in its entire career.



## RAY PRESENTS



THE 8th Annual meeting of the Canadian Picture Pioneers will be held at the King Edward Hotel, on Thursday, Jan. 27th, with business sessions opening at 2.30 p.m. and election of the Board of Directors and officers in Hall B, 2nd floor. From 5.30 to 6.30 p.m. there will be a reception, with refreshments, following which dinner will be served at 6.30 p.m. in the Yellow Room. The entertainment committee has provided an evening of "Laughs-Fun-Stories" and during this period there will be the initiation of over twenty new members including Rex Shale, Peter Ward, Irving Field, Oliver Stewart, Fred Jackson, Douglas Cameron, Fred Saunders, J. H. Coleman, Louis Scharholtz, W. B. Shields, Isser Singerman, Milford Elliott, Cliff E. Yonson, William Forman, William Rossborough, William King, Harold Kay and others. Tickets may be obtained from the Secretary, Charles Mavety, 6th floor, Film Bldg., 277 Victoria St., Toronto, and the price is \$5.00.

With this 8th Annual Canadian Picture Pioneers' meeting before us, we are reminded that the Winnipeg Branch meeting last month was a great success, and the Branch contributed a substantial sum of money to the Benevolent Fund. New officers are: President, N. Rothstein; Vice-Pres., J. H. Huber; Sec'y-Treas., S. Swartz. The Montreal Branch recently acquired thirty-one new members and is making preparations for a Benevolent Fund Drive. President W. J. Singleton; 1st Vice-Pres., William Lester; 2nd Vice-Pres., J. M. Roussy de Sales; Sec'y., Irving Sourkes; Treas., William Elman. The Maritimes Branch is also preparing for a Benevolent Fund Drive, with their new officers: Robert S. Roddick, President; F. G. Spencer, Vice-Pres.; and A. A. Fielding, Sec'y-Treas., leading the way.

AT this time, we remember the Pioneers who have passed on, Hymie Rotenberg, Toronto; Jules Laine, Toronto; J. Ollie Scott, Toronto; Leo Bloom, Toronto; Jack Nelson, North Bay; Al Ritchie, Toronto. 1949 is our new Baby, being just a few weeks old, but we, who have celebrated its birth so gaily, must remember the nursery rhyme:

*"Rock-A-Bye Baby on the tree-top  
When the wind blows  
The cradle will rock,  
When the bough breaks  
The cradle will fall,  
And down will come baby,  
Cradle and all."*

RATHER significant for a nursery rhyme, and a warning to be cautious. All of us, particularly Show Folks, function at our best, when we are swinging at the top of the world, and one good picture, one good box-office return can give us that uplift feeling.

There are some of us in our Industry, who will be on their way to Lands of Sunshine, despite contrary weather reports. May they have a happy holiday, but will not their holiday be happier in remembering that this Industry, which has made their holiday possible, has certain obligations, unrelated to the Film Trade, which they may have unintentionally, or thoughtlessly neglected.

WHO has, during the Festive week with its giving spirit, remembered to give to the Pioneers' Benevolent and

the Variety Fund for Crippled Children? These two philanthropies are our own babies.

We know that, during this Holiday Season, thousands of us have given and received gifts. How many of us have sent a gift to the Canadian Picture Pioneers Benevolent Fund, and to Variety Tent 28, for Crippled Children?

*In respect to the Pioneers Benevolent Fund, here is a philanthropy which was born in our Industry of Motion Pictures, and which has been cradled within the confines of our own Industry. The officers, with the Hon. J. Earl Lawson as President, the Board of Directors, the Trustees of the Benevolent Fund, have, in cooperation with District Branches endeavored to make our Industry very conscious of the services of the Benevolent Fund.*

*Remember, "When the bough breaks  
The cradle will fall,  
And down will come baby,  
Cradle and all."*

LET us keep the Tree of Giving healthy, that in its boughs we may safely cradle our own Infant Philanthropy, and while we are swinging on Top of the World, let us take just a fraction of our Holiday spending budget to feather the Tree-Top Cradle of our Infant Philanthropies. I'll be seeing you at the 8th Annual Meeting of the Canadian Picture Pioneers, at the King Edward Hotel, on Thurs., Jan. 27th, and if you do not happen to be a member of the Pioneers, you can still give a contribution to the Benevolent Fund, for its benevolence is not exclusively for members of the Pioneers, but extends to all members of the Canadian Motion Picture Industry.

For The Friendship Which We Share

*We are not the Supermen,  
Free from the blunders of the wise,  
We are a group of people  
Oftimes in foolish guise.*

*We are just a group of people,  
Who greet the hour of day  
With a Showman's faith and hope,  
Troubles must pass away.*

*Patrons will fill those empty seats,  
And crowds will come and come,  
Queues will form along the streets  
To make our business hum.*

*We are the Pioneers who sell  
The pictures for our Screen,  
We even go through Icy Hell  
To heat up prices lean.*

*We are the men who showmanize,  
Who do a Barnum stunt,  
Who make a six-foot hero grow  
From the stature of a runt.*

*The soft drinks from the syphon,  
The popcorn from the stand,  
The roasted peanuts from their shells,  
Shake showmen, here's my hand.*

*Shake Pioneers, who from your booths  
Watch history unroll,  
Projectionists who felt the heat  
Of the slowly hand-cranked wheel.*

(Continued on Page 10)



## Toronto and District

By BILL PRESS

**R**E-ORGANIZATION of the Canadian Moving Picture Distributors Association is under way with the resignation of E. H. Wells as secretary, effective at the start of the fiscal year on Mar. 1, his successor being F. C. Dillon of Ottawa who has been engaged in public relations and political work for a number of years.

After serving the distributors' organization for 14 years at its Toronto headquarters, Wells has only one plan in mind, a holiday trip to England and the United States for an unstated period. His home will continue to be at Clarkson, Ont.

Wells once lived in the Eastern United States and had considerable experience in the film business before taking up work with the Canadian association.

Wells was associated with General Films, then moved over to Fox Film Corp., after which he was identified with RKO-Radio Pictures, being in the Montreal film trade for some years. He served with the Canadian Expeditionary Force in the First Great War. He was assistant to Col. John A. Cooper in the distributors' office and was promoted to the post from which he is retiring following the resignation of Col. Cooper.

F. C. Dillon is a former newspaperman with the Windsor Star until he went to Ottawa as secretary to David A. Croll, M.P., originally from Windsor and now the Federal member for Toronto-Spadina. More recently Dillon has headed his own public relations office in the Capital but he is moving to Toronto in February to assume his new duties. His Ottawa enterprise was F. C. Dillon and Associates and it is being discontinued because of his appointment.

Ed Wells will be missed around the Toronto film colony, not only for his visits to film company offices but for his presence at the "luncheon club" in Child's restaurant.

\* \* \*

*The seven theatres recently opened by Famous Players Canadian Corp. have added 6,774 seats to the circuit's combined capacity. The largest is the Paramount at St. John, N.B., which seats 1,392. The largest new unit in Ontario is the Paramount at Port Arthur which has 995 seats, followed by the Paramount at Peterboro with 950, the Centre at Windsor with 926 and the Capitol Theatre, Brockville, which seats 843.*

\* \* \*

"My Father's House", called Palestine's first dramatic feature, had a one-day engagement at the Savoy Theatre, Hamilton, on Jan. 13 with proceeds for overseas relief purposes. The picture has an English-speaking cast.

O. J. Silverthorne, chairman of the Ontario censor board, and his associates at the censorship office on Millwood Road, Leaside, were featured in a group of pictures in the Jan. 14 editions of the Toronto Globe and Mail. One photo showed the recreation room where employees were engaged in ping-pong for relief from duties.

\* \* \*

*The married woman who tried to have a young boy ejected from the Casino Theatre, Toronto, was sentenced to serve 15 days in jail and to pay a fine of \$15 for assaulting a policeman and causing a disturbance.*

\* \* \*

The Odeon Danforth in Toronto gets a new manager in the person of Don Hudson, as Chris Holmes, the present manager leaves to open the new Odeon Humber on January 28th. Don has a good background in show business having worked with Jack Arthur in the Army Show, and more recently with the George Taggart Organization in Toronto, theatrical agency and radio package producers. Incidentally the new house will bow in with Eagle-Lion's "Blanche Fury".

\* \* \*

*J. R. "Bob" Johnson, with Eagle-Lion almost since its inception in their Montreal office, has been promoted to Branch manager of that office, it was announced by Frank H. Fisher, General Manager recently. New Office Manager of the Branch is John H. Wilcox, formerly of Barum Co., Shoe Importers.*

\* \* \*

The National Film Board is placing emphasis on the fact that "Capital Planning", which deals with the development of Ottawa as a national capital, is its first short subject in Ansco-color. The process is in four colors.

### FOR SALE THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs. Quantities up to 1200 of a kind. Immediate delivery.

NOW — New all-steel construction spring-edge, highest quality Theatre Chairs available.

7500 yards of imported carpet direct from England and Scotland.

Enquiries Respectfully Solicited

**"LA SALLE"**

RECREATIONS LTD.

(Theatre Seating and Carpet Division)

S. A. LECHTZIER, Pres.

945 Granville St. - Vancouver, B.C.

### The Canadian Moving Picture Digest

Entered as Second Class Matter

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Manager Claude Hunter of the Odeon, Peterboro, sponsored an essay contest on "Why I Like British Pictures" which drew many replies. The winner, Mr. R. G. Gilchrist, summed up his observations with the comment: "Finally, I would say that my preference for British films lies mainly in the fact that, as an adult of average intelligence, I appreciate being treated as such."

\* \* \*

*The Canadian Department of Health and Welfare has released a "sex film" which is being distributed under the sponsorship of the Canadian Mothercraft Society. Called "Mother and Her Child", it deals with the care of a woman before and after child birth.*

\* \* \*

The film industry was aroused over a printed rumor that the Canadian Government planned quota restrictions on film imports from the U.S.A. but there was quick denial by a government spokesman who pointed out that such a move would be contrary to the spirit of the unwritten agreement with the Motion Picture Association of America for the promotion of the Dominion in Hollywood pictures. This program has been called the Canadian Co-Operative Project.

According to the report in a New York publication, the quota arrangement was intended to provide preference for British films, thus helping the Mother Country toward economic recovery.

Hon. J. Earl Lawson, Canadian head of the J. Arthur Rank companies, later delivered a speech before the Canadian Shoe Retailers Association in Toronto in which he stressed the importance of encouraging British pictures to assist Britain but there was no mention of an import quota for Hollywood product. Lawson said the supply question was not involved because there were already a number of British features in Canada available for booking.

\* \* \*

*Kenyon Davies, formerly assistant manager in Brampton, Ontario for Odeon Theatres, has been made assistant to Bob Maynard in the Palace Theatre, Hamilton, Ontario.*



# Another Winner From Alliance

**A BRILLIANT  
CAST BRINGS  
TO VIBRANT LIFE  
GEORGE ELIOT'S  
IMMORTAL  
CLASSIC!**

PARK AVENUE (U) (583; \$1.20-\$1.50)  
"Mill on Floss" (2nd week). Initial  
holdover session terrific \$8,000; first  
was smash \$10,300.  
—VARIETY

ALLIANCE FILMS  
PRESENT

**JAMES MASON**  
**GERALDINE FITZGERALD**  
IN GEORGE ELIOT'S

*Entertainment*  
...you will  
remember!

**The Mill ON THE Floss**

with  
FAY COMPTON FRANK LAWTON  
FELIX AYLMER

The  
Mill  
on the  
Floss

AVAILABLE SOON FROM

## Alliance Films Limited

MONTREAL  
5975 Monkland Avenue

SAINT JOHN  
162 Union Street

TORONTO  
277 Victoria Street

WINNIPEG  
303 Donald Block

VANCOUVER  
1209 Granville Street



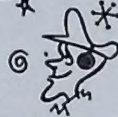
UNIVERSAL-INTERNATIONAL presents  
**JOAN FONTAINE · JAMES STEWART** *say*  
*"You Gotta Stay Happy!"*  
*and here's their hilarious recipe...*

Take one runaway bride



(abnormally romantic)

One cargo plane pilot



(normally calm)

Then add one impatient corpse



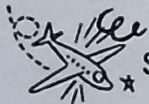
A live chimp



A ton of unfresh fish

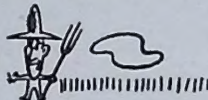


Mix them well together in a



storm-tossed plane

And drop them in



an Oklahoma cornfield

*and...*

**WE GUARANTEE THE SCREEN HAS  
 NEVER BEEN SO HAPPY!**

It's from that wonderful  
 Sat. Eve. Post serial story  
 by ROBERT CARSON

with **EDDIE ALBERT**  
**ROLAND YOUNG · WILLARD PARKER · PERCY KILBRIDE**

Produced and Written for the Screen by KARL TUNBERG • Directed by H. C. POTTER

A WILLIAM DOZIER PRESENTATION • A RAMPART PRODUCTION

ANOTHER LAUGH-PROVOKING HIT FROM

**Empire-Universal Films Ltd.**

**DATE IT  
 NOW!**

**PLAY IT  
 NOW!**



# TRADE HEADLINES

"Movies and You" — Play It

Warners Net Profit For Year \$11,837,000

First "Movies and You" Short For  
March 1st Release — Play It

SRO Deny Emphatically Any Negotiation  
For Deal With Warners

L. B. Mayer Tops Film Pay Parade With \$733,024  
Of Companies Reporting To Date

CBC Asks Reduction in ASCAP Charges  
Appeal Board Reserves Ruling

Joseph DeSeve, Head of Renaissance - CISP  
Resigns To Devote Time To His  
Compagnie Cinematographique Canadienne

Jane Wyman Wins London Daily Express  
Film Tribunal Award As Best Actress

Disney Gets Distinguished Service Citation  
From Purdue U. — Made Honourary Alumnus

20th-Fox Promotes "Chicken Every Sunday"  
With National Wishbone Contest Tie-Up

Cardinal Films Releasing One Reel Symphony  
Shorts by Vienna Philharmonic

Paramount's "Paleface" Breaking Records  
Across Country — Holdovers Everywhere

Herald Pictures Sends Out "Local" Movie Units  
Will Make and Show Pictures in Each District

U-I Will Release 28 Top Budgeters in 1949

Rumours of Canadian Film Quotas Get  
International Trade Press Headlines

First Four "Movies and You" Shorts Previewed  
Trade and Press Say, Craftsmanlike, Skillful

Wanger Sues Universal, Charges Incomplete,  
Erroneous Statements on Four of His Films

WB Buys Two Associated Screen News Shorts  
For International Distribution

RKO Vice-President Phil Reisman Made  
Officer of French Legion of Honour

First Coaxial Cable Opened, Links 30  
Video Stations in Fifteen U.S. Cities

British Exhibitors Association Asks  
Lowered Film Quota — 45% Unrealistic

Film Heads Hold Two-Day Meet in Miami

## Vancouver News

By JACK DROY

A VANCOUVER judge wrote finish to the series of box-office hold-ups when he gave a 17-year-old boy a three year sentence when he pleaded guilty to 3 theatre robberies. He was caught through the efforts of two theatre cashiers, Ann Nowlin of the Orpheum and Kay McDonald of the Capitol, who shadowed him for six blocks and turned him over to the police.

\* \* \*  
*John Danz, Seattle theatre operator who once planned to erect a newsreel house in downtown Vancouver, has passed up the idea and has sold the site, which was across the street from the International Cinema, to a Seattle jeweler. Price was \$188,150.*

\* \* \*  
The last independent theatre in New Westminster, the Edison, which has been operated for the past 25 years by the late Frank Kerr, has been acquired by the Famous Players chain which takes over the 850-seater on January 26. Theatre is on the main street of the Fraser Valley town, a block from the F.P. Columbia, a 970-seat house. The district now has five circuit theatres, three Odeon and two Famous Players. The Edison, one of the town's landmarks, a former vaudeville house, will be built into an up-to-date moving picture theatre with the latest in equipment, sound, seating, etc. Policy of the new spot has not been set to date.

\* \* \*  
*On the sick list are Len Burrell of the Capitol, who suffered a stroke, and Bob Faulkner of the Lux theatre who was hospitalized for a major operation. Both are doing nicely at last reports, and are expected back in the booths shortly.*

\* \* \*  
E. A. "Teddy" Jamieson, who has been secretary of the Vancouver local musicians union AFL for the past 28 years, has resigned to take over duties as the secretary of British Columbia Labor Relations Board. He will head-quarter in the Capitol City of Victoria.

\* \* \*  
*Local B71 IATSE back-shop Exchange Employees Union recently held its elections for new officers for the year 1949. Elected were Marvin Proudlock of Warner Bros., president; Luke Doucette, Universal, vice-president; Rod McArthur, MGM, business agent; George Hislop, 20th-Fox, secretary-treasurer.*

\* \* \*  
Mel Metropet has sold his 250-seat Rialto Theatre at West Summerland, B.C. to a newcomer to show business, M. Harrison. Town is a fruit centre in the B.C. interior with a population of 550. Policy will be two shows weekly. Port Moody, near New Westminster, opened its new theatre in time for the holiday season. It's the town's first movie.



**TIN-PAN ALLEY IS ROCKING  
WITH RHYTHM AND ROMANCE**  
... as Mr. Swing goes to town  
eight-to-the-bar!

# Music Man

A MONOGRAM PICTURE

starring  
**JIMMY DORSEY**  
and His Orchestra  
**FREDDIE STEWART**  
**PHIL BRITO**

with  
Alan Hale, Jr. • June Preisser  
Noel Neil • Chick Chandler

The **FIRST** Family of FUN!  
In their 2nd  
howling hit!

# JIGGS and MAGGIE IN SOCIETY

A HARNET KERRARD  
PRODUCTION

BASED ON THE ORIGINAL NEWSPAPER FEATURE  
By GEORGE MELANDUS

Starring  
**JOE YULE and  
RENIE RIANO**

**A GEM**  
of a laugh-  
and-thrill  
show!



**LEO GORCEY and  
THE BOWERY BOYS**

# in Smuggler's Cove

A MONOGRAM PICTURE

**HUNTZ HALL**

GABRIEL DELL MARTIN KOSLECK  
AMELITA WARD PAUL HARVEY

**JOE HAS HIS FISTS FULL OF TROUBLE**  
inside the ring and out!

Gamblers muscling in on  
the fight game a half-  
pint tough guy running  
his romance!

# "JOE PALOOKA IN WINNER TAKE ALL"

starring **JOE  
KIRKWOOD Jr.**  
with **ELYSE KNOX**  
**WILLIAM FRAWLEY**  
**MARY BETH HUGHES**  
**STANLEY CLEMENTS**  
**SHELDON LEONARD**  
**JOHN SHELTON**

Based on the  
comic strip  
by Hom Fisher

from

**MONOGRAM**





## \* Capital Story \*

By WILL McLAUGHLIN

**H**IGHLIGHT of the week was the annual "party" of the Motion Picture Theatres Association (Eastern Division), which was a progressive affair held at four different Ottawa theatres, to and from which the managers and guests were conveyed by chartered autobus. Donn B. Stapleton, owner of the Centre Theatre, and Gord. Beavis, Odeon representative in this district, were hosts at the cocktail hour in the Centre's executive offices to start the unique party rolling. Buses conveyed the guests to the Glebe Theatre, where manager Frank Gallop had waiting a turkey dinner with all the trimmings. Manager Ernie Warren and his assistant, Les Jeffries, entertained the guests with a special show in the Little Elgin Theatre; then on to the Nelson as guests of manager Don Watts for a dance and midnight refreshments. Speeches were kept to a minimum, with Chairman Frank Gallop welcoming the guests, W. M. Gladish, of the Citizen, proposing the toast to the King, and your reporter, representing both the Digest and the Ottawa Journal, proposing the toast to the ladies.

\* \* \*

*Adding to the fun during the long-distance party was the speech by the "Ambassador from Timbuctu," who crashed the banquet scene at the Glebe; the "travelling minstrel man" who was assisted by Casey Swedlove, of the Linden Theatre, and Terry Lewis, of the Eastview Theatre, as song-leaders; the boxoffice skit enacted by Don Watts, and the expert performance of Bill Cullum, assistant manager of the Capitol Theatre, at the drums between dance numbers in the lobby of the Nelson.*

\* \* \*

Frank Paul, popular manager of the Imperial (20th Century) Theatre, is now a proud daddy. A daughter was born to Mrs. Paul several days before the managers' party. Congratulations, Frank! The trials and tribulations of married life always start with little things. But believe me, they're worth it!

\* \* \*

*George Altman, Canadian general manager for Hygienic Productions, visited our office the other day in connection with the showing of "Mom and Dad". The educational feature was the attraction at the Elmdale Theatre (Odeon) during the week of January 17.*

\* \* \*

More than 400 Ottawa school children, all members of the Junior Traffic Patrol, were guests of manager Frank Paul at a gala show held in the Imperial Theatre on Saturday morning. Preceding the picture performance were talks on "Safety Rules" by constables from the city traffic department,

and a lecture on fire prevention and the quick evacuation of threatened premises by District Fire Chief F. Cooksey.

\* \* \*

*Donat Paquin, well-known Ottawa and Hull theatre owner and operator, is spending a Winter vacation at Miami, Florida. Miss Pierrette Paquin, brilliant young figure skating champion of the Ottawa Minto Club, has returned to start rehearsals for the annual Minto Follies after a short visit with her father in Florida.*

\* \* \*

Ray Tubman, Famous Players district supervisor and resident manager of the Capitol Theatre, motored to Toronto on company business. His daughter, Beverley, accompanied him as far as Whitby, Ont., to resume her studies at the Ontario Ladies College.

*Hold-overs of recent date included "Canon City" for a second week at the Nelson Theatre, and "The Return of October", which was given an extended run at the Elgin's Little Theatre.*

## Trans-Canada Showing

Use This Information As Your Guide On Release Dates

### TORONTO

#### BILTMORE

"The Plunderers" (Rep.), Trucolor, with Rod Cameron and Ilona Massey. Also "Out of the Storm" (Rep.), with James Lydon and Lois Collier.

#### DOWNTOWN

"The Untamed Breed" (Col.), Cinecolor, with Sonny Tufts and Barbara Britton. Also "Blondie's Secret" (Col.), with Penny Singleton and Arthur Lake.

#### EGLINTON-TIVOLI

2nd week. "The Snake Pit" (20th-Fox), with Olivia DeHavilland and Mark Stevens.

#### FAIRLAWN

"History Is Made at Night" (Peerless), with Charles Boyer and Jean Arthur. Also "Crystal Ball" (Peerless), with Ray Milland and Paulette Goddard.

#### HYLAND

9th and Final Week. "Hamlet" (EL), with Laurence Olivier and Jean Simmons.

#### IMPERIAL

3rd week. "The Paleface" (Para.), Technicolor, with Bob Hope and Jane Russell.

#### LOEW'S

4th week. "The Three Musketeers" (MGM), Technicolor, with Lana Turner and Gene Kelly.

#### ODEON TORONTO

"Angel on the Amazon" (Rep.), with George Brent and Vera Ralston.

#### SHEA'S

"The Accused" (Para.), with Loretta Young and Robert Cummings.

#### UPTOWN

2nd week. "Mexican Hayride" (UI), with Bud Abbott and Lou Costello.

### MONTREAL

#### CAPITOL

"Rope" (WB), Technicolor, with James Stewart and John Dall.

#### IMPERIAL

"Smart Girls Don't Talk" (WB), with Virginia Mayo and Bruce Bennett. Also "The Creeper" (20th-Fox), with Eduardo Cianelli.

#### LOEW'S

"When My Baby Smiles at Me" (20th-Fox), Technicolor, with Betty Grable and Dan Dailey.

#### ORPHEUM

2nd week. "Red River" (UA), with John Wayne and Montgomery Clift.

#### PALACE

2nd week. "Sorry, Wrong Number" (Para.), with Barbara Stanwyck and Burt Lancaster.

#### PRINCESS

"The Luck of the Irish" (20th-Fox), Tyrone Power and Anne Baxter.

### SAINT JOHN

#### CAPITOL

"Summer Holiday" (MGM), Technicolor, with Mickey Rooney and Gloria DeHaven.

#### MAYFAIR

"To the Ends of the Earth" (Col.), with Dick Powell and Signe Hasso. Also "Always

Together" (WB), with Robert Hutton and Joyce Reynolds.

#### PARAMOUNT

"The Loves of Carmen" (Col.), Technicolor, with Rita Hayworth and Glenn Ford.

#### STRAND

"Ruthless" (Int'l), with Zachary Scott and Diana Lynn.

### WINNIPEG

#### CAPITOL

2nd week. "The Paleface" (Para.), Technicolor, with Bob Hope and Jane Russell.

#### GAIETY

3rd week. "Life With Father" (WB), Technicolor, with Irene Dunne and William Powell.

#### GARRICK

2nd week. "Red River" (UA), with John Wayne and Montgomery Clift.

#### METROPOLITAN

"Sealed Verdict" (Para.), with Ray Milland and Florence Marly.

#### ODEON

3rd week. "Oliver Twist" (EL), with Robert Newton and Kay Walsh.

### CALGARY

#### CAPITOL

2nd week. "The Paleface" (Para.), Technicolor, with Bob Hope and Jane Russell.

#### GRAND

"The Time of Your Life" (UA), with James Cagney and William Bendix.

#### PALACE

"Isn't It Romantic" (Para.), with Veronica Lake and Billy De Wolfe. Also "Night Wind" (20th-Fox), with Charles Russell and Virginia Christine.

#### STRAND

"Romance on the High Seas" (WB), Technicolor, with Jack Carson and Janis Paige. Also "The Arkansas Swing" (Col.), with The Hoosier Hotshots and Gloria Henry.

### VANCOUVER

#### CAPITOL

3rd week. "The Paleface" (Para.), Technicolor, with Bob Hope and Jane Russell.

#### INTERNATIONAL CINEMA

"Secret Land" (MGM), Technicolor, with Robert Montgomery, Robert Taylor and Van Heflin. Also "No Minor Vices" (MGM), with Dana Andrews and Lilli Palmer.

#### ORPHEUM

"Walk a Crooked Mile" (Col.), with Dennis O'Keefe and Louis Hayward.

#### PLAZA

"Sofia" (Astral), Cinecolor, with Gene Raymond and Sigrid Gurle. Also "Code of Scotland Yard" (Rep.), with Oscar Homolka and Derek Farr.

#### STRAND

2nd week. "Miss Tatlock's Millions" (Para.), with John Lund and Wanda Hendrix.

#### VOGUE

2nd week. "Red River" (UA), with John Wayne and Montgomery Clift.



## Study The Signs, Mr. Rank!

(Continued from Page 1)

time, and all the factors which go into the production and the marketing of any picture. Twenty or thirty programme pictures add up, in investment, to many millions of dollars and their marketing adds millions more in expenditure.

Internal difficulties, restrictions abroad, which include export hazards, the import of funds, have changed the moving picture field of operation and have changed operational policies; and million dollar productions present a hazardous venture, a speculative investment, which has to be considered in the survey of possible economies and the urgency of keeping the finances sufficiently fluid to meet emergency conditions.

### Exhibition or Production

The situation is no different for Arthur Rank than it is for our major companies in the United States. He, too, must consider the speculative phases of million dollar productions. He must decide which is most important to his Film Empire, the protection of his theatres, the expansion of his world-theatre building program, or the expenditure of two, three or more millions of dollars on the production of one picture, which might or might not return the investment and a profit; or whether to use the millions to produce a group of B or C pictures, or to strengthen financially the position of his millions of dollars investment in his theatre enterprises.

He cannot hold on to both; produce pictures which cost millions of dollars per picture, and construct theatres which cost and whose operation runs into millions of dollars.

Mr. Rank and his associates can very well get along without my advice concerning his policies, but if I had

millions of dollars invested in theatres, and had such investment in competitive countries and situations, I would be disposed to take the two, three or more millions which I had in mind to spend on the production of one picture and would solidify the financial investments in my theatres to ensure their continued operation.

I would consider an investment directed towards the publicizing of my stars, directors and my producers, a good investment, so that it would not be necessary to spend three or four millions on a production for which their services are required.

### A Few Good Pictures

I would, considering the British Market at home and abroad, be more inclined to produce a small number of quality pictures; then to invest in a large number of pictures which would be catalogued under mass production.

If anything should happen to weaken the Rank Theatre Empire, his whole house will come tumbling down, but as long as his companies produce Quality pictures, his production activities can only gain prestige and his markets widen.

"Study the Signs, Mr. Rank!" 1949 is a crucial year, not only for the British Film Trade, but for Britain. It is a crucial year for the Film Industry. It is a crucial year for nations, for their governments, for the peoples of the world, and it would be well for the American Film Industry to study the signs, also, for all of us are making history, the same kind of history of which we read in our history-books.

We are not a different kind of people than the people who lived a thousand, or a few hundred, a hundred, or fifty years ago. Stewart Grainger and Marg-

aret Lockwood are depicted as in the driver's seat and Arthur Rank, with his Gainsborough hat, is riding in the star's carriage. I am of the opinion that Rank, in relation to his stars, is still in the driver's seat; that his stars have not yet attained the necessary fame to make a star of him; and that his theatre-building activities have created more talk about J. Arthur Rank than his picture productions, despite the several outstanding motion pictures which the J. Arthur Rank producing units and affiliates have presented.

—THE EDITOR

### The Selznick Story

Despite the many rumours going the rounds about SRO, the Canadian Branch Offices have not been closed to date, nor have the office staffs been released or given notice.

Notice was given only to salesmen across Canada, with the exception of Mervyn Goldstone of the Toronto office, and, of course Joe Marks, Canadian Division Manager.

A deal has been concluded with Eagle-Lion (Hollywood) for the distribution of nine Selznick re-releases, and the remaining sales on "Duel in the Sun" and "Paradine Case". Agreement leaves the door open to a closer association that may eventually include new product.

### Jane Wyman Wins "Express" Award

Jane Wyman was awarded \$4,000 by the Daily Express Film Tribunal for her performance in Warner Bros.' "Johnny Belinda", in which she co-stars with Lew Ayers, according to cabled word received here.

The feature, which is currently piling up record grosses and setting hold-over marks in the United States, was directed by Jean Negulesco and produced by Jerry Wald, for Warner Bros.

## RAY PRESENTS

(Continued from Page 3)

*We do not boast of good-will,  
Nor seek to analyze  
Our comradeship, philanthropy,  
We do not publicize.*

*There is a tie which binds us all,  
In one fraternal band,  
As Pioneers, the great, the small  
Can equally command.*

*For a man's a man, a human,  
Even as you and I,  
And when the Last Call echoes,  
We all of us must die.*

*The poor, the weak, the ugly,  
The rich, handsome and strong,  
So why not help each other,  
And pass the word along.*

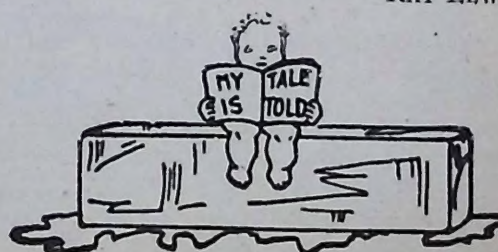
*The world is full of phonies,  
With a sneer behind their eyes,  
But what The Good Lord Thinks of them  
Would give them a surprise.*

*One day we'll float together,  
With nothing in our hand,  
There will be the Scales of Judgment  
Upon which we all must stand.*

*Regardless of our virtues,  
The success for which we slaved,  
We will miss our Benediction  
If there is no one we've praised.*

*So let us pause together,  
And together say a prayer,  
Let us whisper, "Thank you",  
For the friendship which we share.*

—RAY LEWIS





# AS EXPECTED!!



In the first three openings since its sensational current World Premiere engagement in New York, "Joan of Arc" strides forth as the mightiest of all boxoffice attractions! In LOS ANGELES, standout crowds are straining the Palace (continuous performances) and the Beverly (reserved seats)! In NEW ORLEANS, a first week record that had stood for 27 years at the Orpheum was smashed to bits! In PHILADELPHIA, the Karlton is doing business that wasn't even believed possible! In NEW YORK, the terrific record-making pace continues at the Victoria (9th week, continuous performances) and at the Fulton (4th week, reserved seats)!

## JOAN OF ARC starring INGRID BERGMAN

A VICTOR FLEMING PRODUCTION • COLOR BY TECHNICOLOR • CAST OF THOUSANDS

with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD  
GENE LOCKHART • JOHN EMERY • GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY • based upon the stage play 'Joan of  
Lorraine' by MAXWELL ANDERSON • screen play by MAXWELL ANDERSON and ANDREW SOLT • art direction by RICHARD DAY  
director of photography JOSEPH VALENTINE, A. S. C.

Produced by WALTER WANGER • Directed by VICTOR FLEMING

presented by SIERRA PICTURES, Inc. • released by RKO RADIO PICTURES



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## WESTERN UNION

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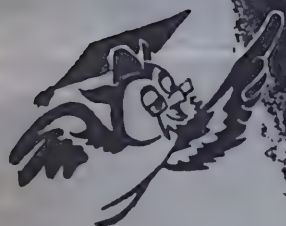
WALT DISNEY

PRESIDENT WALT DISNEY ENTERPRISES INC

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CONGRATULATIONS YOUR PRODUCTION OF "SO DEAR TO MY HEART"  
ANSWERS AGAIN THE QUESTION THAT IS SO DEAR TO THE  
HEART OF EVERY EXHIBITOR THAT FINE MOTION PICTURE SCREEN  
ENTERTAINMENT CAN BE PRODUCED THAT WILL SELL TICKETS AND  
ENTERTAIN THE WHOLE FAMILY BE THEY SOPHISTICATES, GENTLE  
PEOPLE, ADULT OR CHILD. SINCERELY

J J FITZGIBBONS  
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## CANADIAN PREMIERE...

February-March coast-to-coast in 18 ace, key-city Famous Players theatres!

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Reader's Digest to more than 2,000,000 readers throughout the Dominion — in both French and English!

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## "Dilly-Dilly"

"Stands at the head of the class! Potent fare! A must for kids and adults alike! A first rate job of story telling! Plenty of laughs, suspense and melodrama!"  
— VARIETY

"Rating: Excellent! Fundamental entertainment ... fine, heart-warming diversion for all kinds and classes of people! A rare experience!"  
— MOTION PICTURE HERALD

"A rare opportunity for exhibitors to sell a clean, wholesome show! The need for such an attraction has long been evident!"  
— HOLLYWOOD REPORTER

"Can't miss at any run, small or large, big city or small town! Disney's reputation, plus splendid word-of-mouth bound to make it a big grosser!"  
— SHOWMEN'S TRADE REVIEW



# WALT DISNEY and *You...*

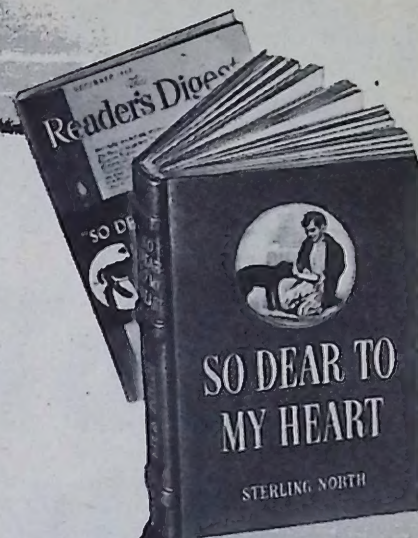


## WALT DISNEY'S SO DEAR TO MY HEART

STARRING  
BURL IVES • BEULAH BONDI  
HARRY CAREY • LUANA PATTEN  
and BOBBY DRISCOLL

Directed by HAROLD SCHUSTER  
Screen Play by John Tucker Battle  
Adaptation by Maurice Rapf and Ted Sears  
Based on the Story by Sterling North

COLOR BY  
TECHNICOLOR



Featuring that "Dilly-Dilly" Song:  
"LAVENDER BLUE" (DILLY-DILLY)  
and "SO DEAR TO MY HEART"  
"IT'S WATCHA DO WITH WATCHA GOT"  
"STICK-TO-IT-IVITY" • "COUNTY FAIR"

**STOP PRESS!!**  
"So Dear To My Heart" currently scoring sensational success in unprecedented 150-theatre World Premiere in the states of Ohio, Indiana, Kentucky and West Virginia!

### TRADE RAVES:

"Will delight the young-in-heart of all ages! Eye-filling Technicolor . . . acted with verve by an endearing cast . . . magical flights of cartoon fancy!"  
— MOTION PICTURE DAILY

"Amplly endowed to join the long line of distinguished Walt Disney predecessors and carve itself a noteworthy place among them as concerns popularity and profits!"  
— BOXOFFICE

"A constant delight! Walt Disney has again turned out another roundly good entertainment for the young-in-heart . . . rich and warm!"  
— FILM DAILY

"A must for the seniors as well as the kids! Plenty of laughs, suspense and good old-fashioned melodrama! Stands right up in front of Walt Disney's list!"  
— DAILY VARIETY



## Maritime News

By A. L. FAIRWEATHER

A TWENTY-FIVE year connection was severed when Leslie Sprague left the Empire Theatre, Saint John with which he had been associated for that length of time. Mr. Sprague will now devote his time entirely to the Gaiety Theatre at Fairville, N.B. which he and his partner, T. J. O'Rourke now of Minto, N.B., own and operate. At the Empire, Leslie was booker, advertising manager and projectionist and on leaving, a gift was presented to him by the management.

Starting in 1916, Mr. Sprague was with Super Features Exchange, of which Manny Brown was manager, has been a projectionist since 1923 and has been associated with T. J. O'Rourke for many years, finally becoming his partner. Mr. Sprague is a well-known photographer and has taken pictures for news reels for many of the producing companies. He was, in the old days, an apprentice at the Gem Theatre working after school.

A member of the Pioneers, of the Maritime Allied Exhibitors Association, and of IATSE Local No. 40, Mr. Sprague is prominent in many activities including his church endeavours and the Gaiety Theatre is noted for the management's kindness and co-operation in all community events, especially in their generosity towards orphans in institutions. \* \* \*

Things are very quiet these days among the Saint John Exchanges with very few out of town exhibitors paying visits. Business is pretty good at the theatres, especially for this season at the smaller town houses, on account of the exceedingly mild weather, the good open roads and the absence of storms, allowing motorists to attend. \* \* \*

Gerald Spencer, of the F. G. Spencer Company Ltd., Saint John, arranged for a private screening of the Eagle-Lion film, "Red Shoes" and all who saw this magnificent picture were greatly impressed and promised to give every support to its showing. The picture has everything, wonderful acting, beautiful ballet, clever symbolism, a story which holds the audience and glorious music. It is a film which is worth seeing twice to take in the beauty and cleverness of the finer details. \* \* \*

Nicholas Vassis, a partner in the Saint John Amusement Company Ltd. of Saint John and the Maritime Amusement Company Ltd. of Halifax, N.S., with A. Demerson, operating the Empire Theatre, Saint John, and the Empire at Halifax, left for Florida accompanied by Mrs. Vassis. They expect to be away a few months. .

A. I. Garson, Odeon's representative for the Maritimes, left for a warmer climate in Florida recently, accompanied by Mrs. Garson.

Lew Simon, manager at Saint John for Columbia Pictures, flew to St. John's Newfoundland, and Jack Bellamy, manager for International at Saint John, is leaving this week for the new Canadian province. J. P. Kiely flew from Montreal recently to look over his two theatres at St. John's.

\* \* \*

The Paramount Theatre, Saint John, broke the house record with "Loves of Carmen" for a Saturday matinee and evening performance, the beauty of Rita Hayworth as the star drawing much attention. . . Exploitation is being carried on by F. Harrison Howe for "Julia Misbehaves" including a tie-up with the Saint John News Company by which banners will be carried on their cars and also co-operating with three city stores for window displays. Walter Pidgeon is always a drawing card in his native city. \* \* \*

"Red River" (United Artists) showed for nine days at the Casino (Odeon) Halifax. Excellent business has been done with Warner Bros.' "The Noose Hangs High" and "Northwest Stampede" (Int'l) on the Spencer Circuit. . . T. C. Hibbs, manager of the Cornwall Theatre at St. John's Nfld. was in Saint John, N.B.

## Odeon Peterborough Runs British Pictures Contest



Claude Hunter, Manager of the Odeon, Peterborough, recently ran a "Why I Like British Pictures" contest in that Ontario city which met with good response and got a column devoted to answering the question in the Peterborough Review. Contest was for a 100 word letter on the subject with a double pass for one year as the prize. It was publicized with large ads in the paper, and with the window card above.



SANTA SELLS "ADVENTURES OF GALLANT BESS" CHRISTMAS SHOW IN TORONTO, ONTARIO

Santa Claus went "western" this year to promote the Christmas week engagement of the Eagle-Lion (Hollywood) color spectacle "Adventures of Gallant Bess" which played day and date at the Downtown, Glendale, Scarboro and State Theatres, in Toronto, Ontario. Downtown manager Martin Simpson had Santa ride a Palomino mare through the business section of the city all day Saturday before Christmas, attracting the attention of Christmas shoppers. On Monday, Tuesday and Wednesday, Santa toured districts of the other houses changing the theatre credits on the sign for each respective neighborhood. As an added treat for the kids, Santa called at a dozen school yards all over the city where his talented mount performed tricks similar to those of the equine star of the film.





**Everybody  
Will Be  
Talking  
About...**

The one picture in a thousand that's **DIFFERENT**. Yes, so different, so unusual, so compelling as to mark a new milestone in screen entertainment!

A **DORE SCHARY** *Presentation*

# **THE BOY WITH GREEN HAIR**

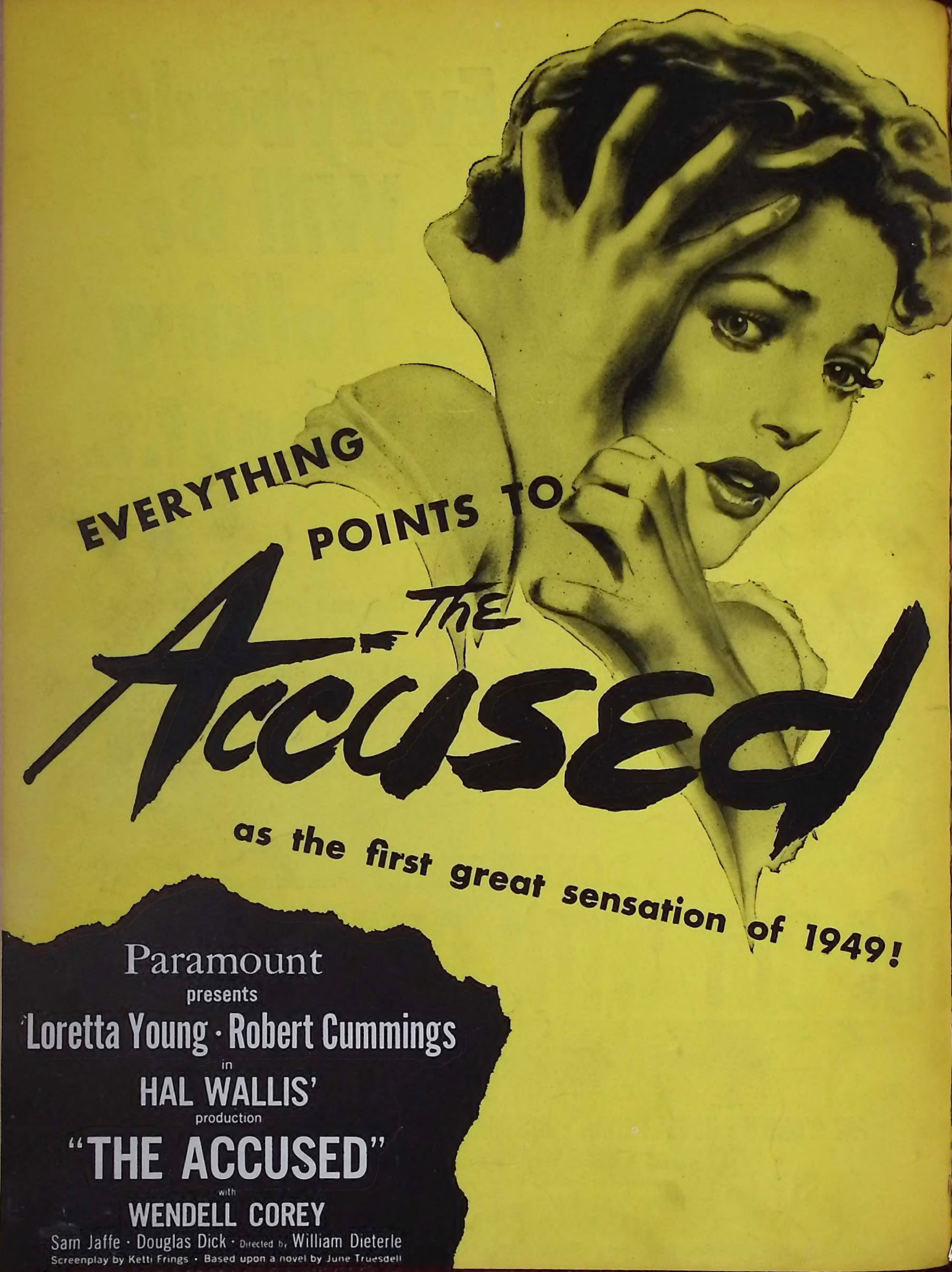
**COLOR BY TECHNICOLOR**

starring  
**PAT O'BRIEN • ROBERT RYAN • BARBARA HALE and DEAN STOCKWELL**  
AS "THE BOY"

Produced by STEPHEN AMES • Directed by JOSEPH LOSEY  
Screen Play by Ben Barzman and Alfred Lewis Levitt







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THE

# Accused

as the first great sensation of 1949!

Paramount

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Loretta Young · Robert Cummings

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HAL WALLIS'

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"THE ACCUSED"

with

WENDELL COREY

Sam Jaffe · Douglas Dick · Directed by William Dieterle  
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